

News Briefs

NEWSLETTER OF THE ARCHITECTURAL WOODWORK INSTITUTE

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ROBUST MEMBER INPUT GUIDES STRATEGIC PLANNING

The process of updating AWI's three-year Strategic Plan to take effect in 2021, began in 2019 and accelerated into high-gear this year. At a special two-day meeting following the Spring Leadership Conference in Asheville, NC, key elements of the Plan were approved for subsequent Senior Staff preparation of Tactics to execute the Goals and Strategies devised by the Strategic Implementation Group (SIG).

Member Input

"AWI engaged consultants from Associated Options which pulled the process together and facilitated the steps. Work began in earnest with a **Member Value Survey** inviting feedback from 1,780 manufacturers, suppliers (including non-members) and architects from January 14-24. Online feedback was supplemented by telephone interviews conducted by Associated Options to dive deeper for supporting information," said **AWI President Tyler Cerny**. (The firm has been used previously by AWI and the Quality Certification Corporation.)

The survey garnered a remarkable 43% return (870 responses), the largest response rate Associated Options had *ever* seen.

The Process

A Task Force of six to seven people assisted Associated Options with facilitating the process. All the information was fed back to the SIG comprised of 11 AWI Manufacturing Members, three AWI Supplier Members, AWI's three Senior Staff, an Architect, an Industry Executive and a Quality Certification Corporation representative.

(cont. on page 2)

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Forums Address COVID-19 Impact

AWI is currently hosting live **Town Hall Forums** to address the new realities of conducting business in these uncertain times due to the impact of **COVID-19**. Recordings of the forums and additional resources are available.

In the "Members Only" area of www.awinet.org, enter "**COVID-19**" in the search window. Additional resources will be posted as they become available. ▽

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Coming Next Month

- Standards
- Recovery Resources

Skills USA : OFFICIAL SPONSOR FOR 2020
ConsensusDocs : ENDORSED BY AWI



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AWI NewsBriefs | AWI's monthly newsletter is published as a service for members to help them improve operations and grow their businesses. NewsBriefs is also a resource for news and information about AWI's products, programs and publications and other membership benefits and services. •

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Robust Member Input.. (cont. from page 1)

"The Task Force reviewed AWI's Vision and Mission and agreed that they are still satisfactory as the foundation for developing updated Goals to support them."

The Task Force reviewed AWI's Vision and Mission and agreed that they are still satisfactory as the foundation for developing updated Goals to support them.

VISION

AWI's Vision: To be the global leader in architectural woodwork standards, related interior finishes, industry-specific education and networking opportunities.

MISSION—WE FULFILL OUR VISION BY:

- 1. Creating**, publishing and continually improving Standards for architectural woodwork and related interior finishes;
- 2. Providing** education and opportunities for industry stakeholders to participate, collaborate, share resources and engage through AWI;

3. Developing, delivering and continually improving AWI's member benefits; and

4. Cultivating and strengthening relationships that promote the architectural woodwork and related interior finishes industry.

Goals & Strategies

"Given the fast pace at which our industry is changing, our goals announced in 2018 need to adjust to the realities of the evolving design/build and architectural woodwork industries," Tyler said.

"During our meeting March 11-12, our SIG updated the Strategic Plan Goals. Then, breaking down into smaller groups, we devised Strategies to support those Goals. We also created metrics for measuring our success."

Staff Work

"We have reached the point where the AWI Staff is charged with creating Tactics to carry out Strategies. Our goal is to have those Tactics presented at our Board of Directors meeting in August, when we expect the 2021-2023 Strategic Plan to be finalized and approved."

Member Input

"I can't thank our members enough for their **frank and priceless feedback** that helped AWI better understand their needs in order to enhance our ability to meet them. Member input

(cont. on page 7)

AWI NEWS

2020 AWI Committees & Task Forces

This year AWI is focusing on member engagement. AWI President Tyler Cerny told *NewsBriefs* that working with volunteers, "we have restarted and reengaged past committees and introduced new task forces."

COMMITTEES

Administrative

- Audit
- Bylaws and Policy
- Finance
- Nominating
- Past Presidents

Program

- Education
- Insurance & Safety
- Marketing
- SkillsUSA
- Technical

SPECIAL GROUPS

- Strategic Implementation Group (SIG)
- Online Communities Task Force
- Member Engagement / Experience Task Force
- Standards / QCP / Testing Task Force (*Tasked with creating awareness of Standards, QCP and Testing*)
- Subject Expert Articles Task Force

2020 AWI Annual Sponsors

AWI thanks the 2020 annual sponsors for their additional support throughout the year, which helps to fund the association's programs, publications and other services for members. AWI Manufacturing Members are encouraged to connect with these suppliers anytime at www.awinet.org whenever a need arises for their services. Contact AWI if you would like to join this elite group of sponsors.

Sustaining Sponsors



Level 1 Sponsor



AWI NEWS

Randy Lange Joins AWI Board

AWI is pleased to announce the appointment of Randy Lange of Lange Bros. Woodwork Company, Inc. to the AWI Board of Directors effective March 5. He fills the board seat vacated by Ann Duebner, Director of VT Industries, Eggers Division. Randy's term will end on Dec. 31, 2020.

HE HAS A WEALTH OF INDUSTRY KNOWLEDGE AND EXPERIENCE TO BRING TO THE TABLE.

"We're excited to welcome Randy to the board. He has a wealth of industry knowledge and experience to bring to the table. Randy has been a strong volunteer as a Project Management expert," said Tyler Cerny, AWI president.



Randy Lange is president and co-owner of Lange Bros. Woodwork Company, Inc. in Milwaukee, WI, where the family-owned and -operated business was founded in 1932. With over 30 years of architectural woodworking experience, Randy is one of the company's

project managers and also oversees its sales and estimating departments. He is a long-standing presenter of AWI's Project Management Seminars.

Lange Bros. produces custom architectural millwork, cabinetry and furniture, wall paneling, and ornamental pieces, including custom mouldings. Lange Bros. has been an AWI Manufacturing Member since 1989 and is a QCP Licensee. ▀

The Power of the Portal Sample Search Results

LEARNING PORTAL

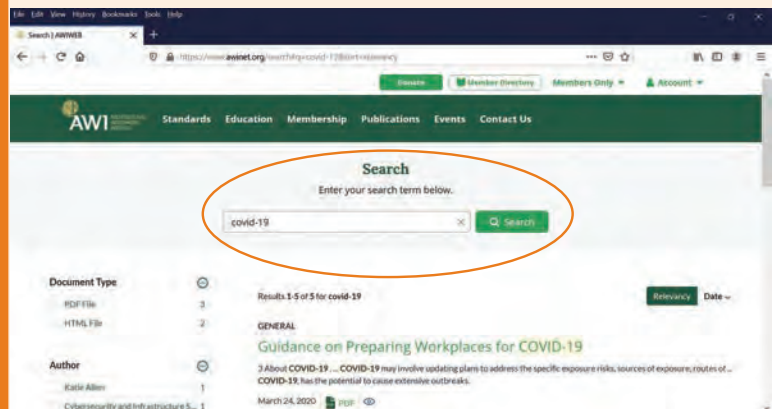
COVID-19 RESOURCES

Make AWI's powerful Digital Learning Portal (DLP) at www.awinet.org your "go to" resource for education resources, AWI Standards, AWI member woodwork specializations, AWI publications and other resources, and shared industry and technical information from AWI Communities.

And, effective March 20, it is also a resource about the new coronavirus (COVID-19).

Enter the "Members Only" area of the website by logging in with your membership access codes at the top right corner of the home page. This gives you the **full power of the search engine** not available to visitors to the public home page of the website.

In the search window in the middle of the screen, enter "COVID-19." Check it out for information aimed at helping you tap into resources to help you respond to the uncertainties of these difficult times.



Get the facts from the DLP and make it your "go to" resource for a **wealth of other education information never before available**—or possible—from AWI. ▀

Level 2 Sponsors



Level 3 Sponsors



Level 4 Sponsors



SPRING CONFERENCE *Elevated* LEADERSHIP SKILLS

The AWI Spring Leadership Conference, March 8-10, in Asheville, NC, brought together over 120 AWI members for thought-provoking sessions conducted by an array of provocative speakers. “We had an excellent turnout and met our attendance goals,” said AWI President Tyler Cerny. “I received lots of great feedback about the quality of the speakers; the venue which suited our group very well; and the networking, which was excellent. A number of spouses, who normally don’t come

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to the Spring Leadership Conference, also attended because of the attractions of Asheville...a great city. They also enjoyed a delightful workout traversing the hilly terrain.

“The level of the speakers and their presentations were outstanding, beginning with the Opening Keynote by **Shawn Kanuga** who spoke about ‘Strategy in a World of Disruption.’ Former Indiana University and Chicago Bears linebacker **Matt**

Mayberry brought the house down later. He challenged us to set goals for ourselves and shared a useful methodology for doing so. Using a fascinating video featuring former Apple CEO Steve Jobs, **Jeff Tobe** focused on strategic leadership. Another ‘real-world’ leadership and productivity example was from Santa Claus, with **Mike Hourigan** addressing team building and more. Departing from leadership issues, **Erik Fetzer** of Fetzers’ Incorporated, presented some practical tips and techniques of 5S to help companies improve plant production.

“The networking opportunities were an added bonus for all attendees, and the student participation presented an opportunity for us to share our years of experience and knowledge as businesspeople with our industry’s future workforce.”



In a Deep Dive session Certified Speaking Professional Jeff Tobe helped leaders see the big picture and new ways for their team to contribute maximum value over the long run by operating from a more strategic point of reference while still delivering on today's expectations.



AWI EVP Doug Hague welcomes over 120 AWI members and 23 students to the Spring Leadership Conference in Asheville, NC, on March 8.

LEARNING FORUM

AWI Cancels Selected Seminars

Due to the need for social distancing during these uncertain times, the following Education Outreach regional seminars have been canceled until further notice for the safety of our presenters and member attendees. Watch for announcements about further developments in AWI e-briefs as COVID-19 impacts any gatherings going forward.

Advanced Estimating
April 2-3

Project Management
April 30-May 1

Contracts
May 15

Financial Management
June 12

WHAT ATTENDEES SAID

- Content was great again! Keep up the good work!
- I enjoyed the theme this year and enjoyed listening to the speakers.
- Inspiring and informative!
- I enjoyed the thinking outside the box and bringing inspirational speakers to present unique perspectives. Thanks for a refreshing group of speakers.
- Absolutely enjoyed it. Plenty of industry relevant information.
- Well organized and professional.
- Overall very beneficial.
- Always professional!
- Topics were relevant to all levels in organization.
- First time, very impressive. Formal but not stiff. Excellent range of presentations; I learned a lot.

Spring Conference Sponsors Support Student Learning



WORKFORCE

On the heels of the successful program introduced at the 2019 AWI Spring Leadership Conference, AWI again offered members Student Sponsorship Opportunities for its gathering in Asheville, NC, last month. This year, the program enabled 23 students to attend the conference, who all hailed from Pittsburg State University (PSU) in Kansas.

Mentors to Students

"The personal connection for students from PSU with our members enables them to develop relationships that can be tapped into even after the Spring Conference. Their networking can evolve into longer-term mentoring relationships with their member sponsors," said AWI President Tyler Cerny.

"AWI's Student Sponsorship Program is near to my heart. The true partnership will go beyond measure. I am grateful for the industry support of these young adults, but also the students' invested commitment. The two-way relationship intensifies every year and this was another year of success. During our private event for this group the room was buzzing and was a joyous site to experience. It makes AWI staff work very rewarding to see the member value being displayed directly in front of us. Next year I encourage more to join this great program and participate in a life-changing experience," said AWI EVP Doug Hague.

Student Sponsors

- AWI Quality Certification Corporation (5)
- Dave Adams, Pennsylvania Lumbermens Mutual Insurance Company
- Tony Aubin, Aubin Woodworking, Inc. (2)
- John Bostian, Caseworkx
- Reed Bowden, Northeast Interior Systems, Inc.
- Tyler Cerny, Strata Design (3)
- Michael Coticchio, Sitaline Interior Carpentry
- Kristine, Cox, Rowland Woodworking, Inc.
- Sebastien DesMarais, Hollywood Woodwork
- Ann Duebner, VT Industries, Eggers Division
- Erik Fetzter, Fetzers' Incorporated
- Ryan Flanagan, Riverside Construction Services
- Tim Gifford, Mock Woodworking Company
- Kent Gilchrist, Festool USA
- Derek Gulker, Blum
- Samantha Gurrola, Parenti & Raffaelli
- Bob Krejci, Riverside Construction Services, Inc.
- Lynne Leach, Unique Concepts
- John Leininger, Leininger Cabinet & Woodworking, Inc.
- David Lock, Conley Caseworks
- Michael R. McNulty, Sr, Cambio Plywood Division of The Pearwood Group
- DJ O'Keeffe, Star Moulding & Trim Company
- Katie Shaw, Riverside Construction Services, Inc.
- Keith Springer, Tropic Industries
- Jack West, Federated Insurance

Unless otherwise indicated, the contributors sponsored one student. AWI thanks all contributors for supporting this AWI workforce program. ▀



Matt Mayberry, a former Indiana University and Chicago Bears linebacker, was the Feature Presenter at the AWI Spring Leadership Conference. He introduced key insights and techniques about personal motivation, overcoming adversity, goal setting, and turning circumstantial hardship into opportunities for winning plays.

AWI CHAPTER LEADERS LEARN & STRATEGIZE

By Margaret Fisher, AWI Chapter Liaison

On March 8, nine AWI Chapters represented by **21 Chapter Leaders** came together for the **Spring AWI Chapter Officer Council (COC)** meeting in Asheville, NC.

COC Co-Chairs Liz Ingebrigtsen and Katie Shaw directed the discussions which included AWI Education Director Wade Thaxton's Education goals of maximizing AWI Education Outreach Program participation, widening access to the programs, making AWI's Digital Learning Portal (DLP) more prevalent, and promoting the AWI National Testing Center.

Wade also demonstrated features of AWI's new DLP, including education resources, AWI Communities, standards, database, publications, and other information useful to AWI member businesses and Chapters.

An interactive discussion followed on the topic of the **AWI Education Outreach Seminars'** cost sharing/profit sharing component. Wade shared statistics of the past 12 months of chapter hosting of AWI Education Outreach Seminars. A **task force** will work on creating options during the coming months for further discussion at the Fall COC Meeting.

AWI EVP Doug Hague shared news from AWI National about **staff roles and goals for 2020**, including increasing the number of qualified presenters for AWI Education Outreach Seminars and establishing a bank of subject expert authors. He encouraged the use of the AWI **online Community**

to share ideas and problem-solving experiences. Doug also thanked Chapter Leaders for responding to the recent Member Value Survey that has helped to shape an updated AWI Strategic Plan.

AWI Board of Directors member Tony Aubin presented a **stirring overview of SkillsUSA** in which survey data revealed the new future skilled workforce deficit and how many individuals are aided in their career goals through SkillsUSA programs. He shared information on how to best participate in SkillsUSA not only at the local level but also at the national level.

AWI President Tyler Cerny shared AWI's list of Committees and Task Forces for 2020 and gave a motivating address on the topic of volunteering.

Prior to adjourning, AWI Chapter Leaders shared some of their success stories. Everyone present received a **2020 Chapter Officers T-Shirt** to be worn during AWI events to increase visibility of Chapter Leaders.

Jack West of Federated Insurance made the attendees aware of **Cyber/Ransomware** issues and offered free risk management training for AWI members held at Federated's offices in Owatonna, MN.

Participants of the Spring COC meeting engaged in **Part One of "AWI Leadership Essentials 101"** in which the 14 characteristics and important traits of leadership were identified and made relevant to Chapter Leaders for assessing their own leadership qualities as well as those of other chapter members. Part Two of the program is scheduled to be delivered at the Fall COC meeting. ▀

CHAPTER NEWS



9 AWI Chapters represented by 21 Chapter Leaders came together for the Spring AWI Chapter Officer Council meeting in Asheville, NC.

Virtual Best Practice Group

BUSINESS MANAGEMENT

Elevate your Business Practices, and make them BEST Practices!

How? By registering to participate in a new AWI Best Practices Group (BPG) that **skips the travel and maintains online connection only.**

Since the launch of this program in 2005, Best Practice Groups have fulfilled a need among many senior executive Manufacturing Members. It can get lonely at the top when a prickly problem threatens to negatively impact other aspects of a successful business. Members of AWI's BPGs turn to each other for support and ideas in a confidential, trusted environment.

New Virtual BPG

The new Virtual BPG offers most of the same benefits of participation, except for face-to-face interaction. The power of the Internet and other technology will bring together 8-10 non-competitive senior level architectural woodworkers where they will serve as peer mentors to support each other in conquering business challenges shared by all.

Imagine the collective wisdom of business owners who have seen and done it all throughout their careers.

During these uncertain times, the support of others who are sharing similar challenges could be a comfort as well as a source of ideas.

You won't have to leave your office; just tune in and meet with your fellow

BPG participants on screen. The power of technology can bring you all together, offering the benefits of other BPGs but without time spent traveling.

How BPGs Work

- 8-10 members per group
- Executive level participants
- Virtual meetings three times a year
- Members rotate host responsibilities
- Tour of BPG host facility (as desirable/possible via technology)
- Input from members forms the agenda
- Trusted non-competitive environment
- Discussions about common challenges
- Group members share perspectives

Note: On a rotating basis, traditional AWI BPGs are conducted at the facility of the host member, allowing for face-to-face meetings and casual time for building comradery among group members.

Those participating in Best Practice Groups have said it is the most valuable benefit they have received from their AWI membership.



Imagine the collective wisdom of business owners who have seen and done it all throughout their careers.

Since AWI launched these forums 15 years ago with a single group of manufacturing shop owners, the program has grown and currently has 10 active groups and a total of 64 active members.

Inquiries

For details about the BPGs visit the Members Only area of www.awinet.org. Interested AWI Manufacturing Members who want to learn more about the new Virtual BPG under development may contact AWI BPG liaison Taylor Shaughnessy at tshaughnessy@awinet.org. This new BPG will launch when registration is complete...likely in the second quarter. ▀

AWI NEWS

Robust Member Input Guides Strategic Planning (cont. from page 2)

significantly aided us in creating Goals and Strategies for a vital Strategic Plan. **Our members have helped breathe life into our forward-thinking Plan which aligns with membership direction.** My sincere appreciation also goes to the many AWI volunteers who helped facilitate this process. The entire process has been a highly productive collaborative effort," Tyler said.

The updated Strategic Plan will be unveiled to AWI members later this year and put into effect in 2021. ▀

AWI Membership **BENEFIT** Brief

Cost of Doing Business Survey

FOR YEARS, THE ANNUAL AWI COST OF DOING BUSINESS SURVEY HAS BEEN CONSISTENTLY RANKED AS THE MOST VALUABLE BENEFIT OF MEMBERSHIP IN AWI.

And, high-profit companies know why. They use the results to compare aggregated data with their own financials to evaluate their strengths and weaknesses. Most importantly, they take action to continually improve their cost of doing business and their profit margins.

All AWI Manufacturing Members are eligible to participate in the CODBS at no cost, other than the time it takes to upload their financial data, which is kept in strict confidence by Inverra, the third-party firm commissioned by AWI to conduct the survey.

Elevate your ROI and participate with your 2019 data! You'll have a useful record of better times in 2019 when you compare your financial performance with results for 2020, which promises to be a difficult year ahead.

Visit <https://clients.inverra.com/AWICODBS>. The CODB Survey is now open. ▀

New AWI Members

AWI NEWS

MANUFACTURERS

Birchland Plywood Veneer, Ltd.
Thessalon, ON, Canada

Doerr Custom Cabinets & Trim, LLC
Saint Augustine, FL

Garken Commercial Millwork
Plano, TX

JDR Fixtures, Inc.
Pottstown, PA

K&L Woodworking, Inc.
Reading, PA

One Source Fabrication, LLC
South Bend, IN

SUPPLIER

Cambio Plywood
Div. of The Pearwood Group
Cranston, RI

INDUSTRY

Pursuit Construction
Essex, CT

Note: These new members joined AWI in February 2020.

Use the online Directory of AWI Manufacturing and Supplier Members at www.awinet.org for contact information and access to the websites of these and other AWI members. The resource is open 24/7 for use in seeking manufacturers and suppliers of architectural woodwork. ▀

Spring Conference *Elevated* Leadership Skills (cont. from page 5)

LEARNING FORUM



Mike Hourigan presented leadership concepts in a unique and disarming way. He explained how Santa Claus himself manages team building, employees, facilities, resources, production, customer service, and more.

